

MARLBORO VAN PROGRAM

MEMORANDUM #2

TO: VAN TEAM

FROM: RANDY

RE: MEETING WITH PHILIP MORRIS ON DECEMBER 20

DATE: DECEMBER 23, 1996

CC: PHILIP MORRIS

On Friday, December 20, Mort, Mike and I met with Philip Morris to discuss the Van Program. The individuals from PM in attendance were:

Steve Sampson	Event
Amarind Tan	Event
Jose Fontenez	Event
Susan Reich	Brand
Jennifer Rubarski	Brand
Virginia Murphy	Legal
Blake Auchmoody	Finance
Pamela Bass	Finance

The following items were discussed.

- ✓ 1. The van program will be executed in the field for 20 weeks as compared to the original 24 weeks. Therefore, the start date for the vans will be in May instead of April.
- ✓ 2. A new budget needs to be submitted by Field Marketing with receipt at Philip Morris by December 30. The revised bid should be sent to Blake with a copy to the above group.
- F/u 3. Blake will provide Mike with a copy of the expense reimbursement guidelines for third party vendors by the first week of January.
- To do 4. Mort will research the name of the MIS contact that provided the retailer database in previous years. He will forward the name to Amarind who will research the database procedure.
- ✓ 5. The uniform for the van SPR's will be a T-shirt (same as incentive), black shorts or slacks, hat (from van inventory) and sneakers. Philip Morris will also look at providing a sweater or pullover for inclement weather.

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6. Mort will provide a sample of an envelope that could be used for the miles redemption program that also acts as an individual receipt. He will forward a copy of this to Amarind.
7. Amarind will check with Neil Selter on van licensing procedures by the first week of January.
8. It was decided that the budget should include a SPR bonus. The potential bonus is \$250 per SPR with an estimated payout of \$95-100,000.
9. Jennifer will send to Field Marketing a sample of the P.O.S. materials that is planned for the vans. They presently consist of a sidewalk sign, incentive menu board, large banner and the display boards for the kiosk.
10. Presently, there is not any plan on having a retailer leave behind.
11. Mort will provide for PM an explanation and cost estimate for the retailer report card by the first week of January.
12. Virginia Murphy suggested that the manuals include a free standing section for incentive distribution.
13. The contract is presently being reviewed with a copy to Field Marketing shortly.
14. Amarind will follow up with Raz Rahman to determine the possibility of using PM district and section offices for interviewing and training.
15. The incentives are scheduled to be delivered around the middle of March.
16. Field Marketing in connection with their sister company, A-3 Services, will submit an estimate for incentive storage and shipment. This bid will be to PM by December 30, 1996.
17. Randy is responsible for an updated timeline to PM by December 30, 1996. This will reflect the new start dates for the vans. It was agreed the program could have a ~~staggered start~~ for the vans to allow for smaller training sessions and increase the participation by the region and HQ personnel. ~~All vans need to be up and running prior to the Memorial Day weekend.~~

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